



April 16, 2009

Nicholas S. Pifer
Chair, Board of Directors
Animal Humane Society
c/o RiverSource Investments
70100 Ameriprise Financial Center
Minneapolis, MN 55474

Dear Mr. Pifer and Members of the Board of Directors,

The furor that erupted over the killing of the St. Anthony cats is symptomatic of deeper dissatisfaction local animal lovers have with the Animal Humane Society (AHS) and its refusal to implement proven, lifesaving alternatives to mass killing. The superficial response from the Board of Directors excusing the mass killing did little to alter that perception, and in fact further exacerbated the discord between the community and AHS.

I would like to offer my assistance to help your agency shift from a reactive traditional shelter reliant on killing to one that is utilizing the most modern, innovative, lifesaving approaches, similar to the changes that have occurred at other shelter. The fiction that has been used by AHS that an open admission shelter cannot achieve No Kill has long been proven to be little more than excuse making on the part of poorly performing shelters. I have spoken to the leadership at Animal Ark Shelter and they have graciously agreed to cover any costs, associated with my offer. All I would need from you is the commitment to do so.

By way of background, I am the author of the enclosed book, a former director at two of the most successful shelters in the nation, including an open admission animal control shelter which saved 93% of all incoming animals, and have helped a number of organizations significantly reduce rates of shelter killing. Most recently, I have been working with the Nevada Humane Society and Washoe County Animal Services, which take in a combined 16,000 dogs and cats a year.

When I arrived to work with them two years ago, a series of town hall-type meetings and surveys revealed deep dissatisfaction in the community, especially among animal welfare stakeholders (rescue groups, feral cat caretakers, No Kill shelters, and others)

with the job being done. The vast majority did not support the humane society and believed it was not doing enough to save lives. In other words, the comments were very similar to those being publicly made about the Animal Humane Society in media articles, on blogs, and other community forums.

In January of 2007, against this backdrop, I did an assessment of the agency, put in place a series of recommendations, and conducted training of the staff. And the results have been dramatic. In 2007,

- The countywide adoption rate increased 53% for dogs and 84% for cats (compared to 2006), a higher increase than any other community in the nation.
- The countywide killing rate decreased by 51% for dogs and 52% for cats.
- The countywide save rate was 92% for dogs and 78% for cats despite a per capita intake rate that is twice the national average.

In 2008, the agency increased dog and cat adoptions 9% over 2007, decreased the number of dogs and cats killed in Washoe County by an additional 10%, and increased the save rate for cats to 83% for cats. Nine out of ten dogs also continue to be saved.

Not surprisingly, public perception today stands in sharp contrast to what it was. A community survey in January 2009 revealed that:

- 93% support the No Kill initiative;
- 95% gave the humane society positive ratings on adoption efforts and results; and,
- 93% say NHS has a positive public image.

Open-ended public comments were overwhelmingly positive and coalesced around two major themes:

- “We believe NHS does an excellent job for the citizens of Washoe County.”
- “NHS does a great job of taking care of the animals in its care.”

That success can be your success. And for the animals, I am at your service to help make it happen.

Very truly yours,

A handwritten signature in black ink, reading "Nathan J. Winograd". The signature is written in a cursive, flowing style.

Nathan J. Winograd